

Conference Bay launches first-ever bid-a-seat portal

Home grown Conference Bay (www.conferencebay.com) made a splash in the events industry in September – it is a new dedicated conference portal and the first to offer direct online booking and bidding for seats at conferences.

Conference Bay is the brainchild of Singapore-based Arnout Mostert and Frank Bomers. It was developed to target the specific needs of conference organisers, attendees, speakers and senior human resource managers. It is a one-stop

resource, also providing all the various details on conferences such as event description, seat prices, venue and organiser contact details.

Offers an easy and reliable online booking and bidding platform – a first in the industry

“Conference Bay is a professional and dependable marketing channel which makes organising and speaking at conferences a more pleasant experience,” says Mostert, founder and CEO of Conference Bay. “We offer an easy



L to R: Frank Bomers, Managing Director and Arnout Mostert, Founder & CEO of Conference Bay.

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The portal is also an effective sales and marketing channel for conference

organisers. Not only does it help them to sell more seats and to reach out to more market segments, it also gives them greater control over the type of delegates they want to attract. Current partners include leading conference organisers like The Financial Times and The Economist.

In Conference Bay's pipeline are more interaction and networking opportunities for conference organisers, attendees and speakers, venue locators, online discussion forums and travel related solutions. The portal also plans to expand, adding more regions and venues to its database of locations.